

1958 SUZAN BALL

Patent 1588

New Fragrant Floribunda

An ensemble of striking beauty and delicacy is the Suzan Ball rose. No finer rose could be selected to honor a name symbolic of courage, beauty, and the will to succeed.

Suzan Ball rose is a repeat blooming floribunda of medium size plant with large blooms. Vigor, form and good habit describe most roses but the Suzan Ball rose exemplifies vitality.

Delicate Salmon-Coral blooms are borne in clusters and on stems long enough for bouquets. From its classical bud to full open bloom, the Suzan Ball rose is unchallenged for beauty. And something unique for floribundas, the rose is very sweetly fragrant.

The Suzan Ball rose is certainly a beautiful memorial to a wonderful personality.

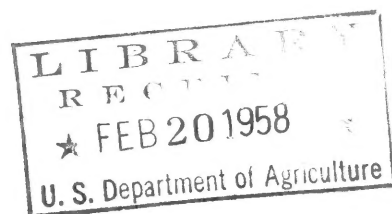


62

WHOLESALE TRADE LIST

1957 - 1958

Howard & Smith

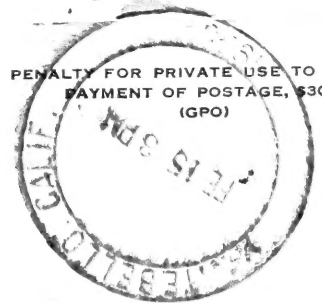


CALIFORNIA

ROSE

U. S. DEPARTMENT OF AGRICULTURE
LIBRARY
WASHINGTON 25, D. C.
OFFICIAL BUSINESS
PRINTED MATTER

PENALTY FOR PRIVATE USE TO AVOID
PAYMENT OF POSTAGE, \$300
(GPO)



HY DIVISION
U. S. DEPT. OF AGRICULTURE
ON 25, D. C.

Howard & Smith

1200 BEVERLY BLVD., MONTEBELLO, CALIF.
RAYmond 3-1361 RAYmond 3-1362

PATENTED BUSH ROSES

Hybrid Teas

VARIETY	Retail Price
*APRICOT QUEEN (Pat. 464) 2-tone Apricot.....	\$1.50
BABE RUTH (Pat. 996) 2-tone Pink.....	1.75
BUTTERSCOTCH (Pat. 613) Buff Yellow.....	1.75
*CALIFORNIA (Pat. 499) Orange.....	1.50
CALIFORNIA CENTENNIAL (Pat. 593) Crimson Red....	1.75
*CAPISTRANO (Pat. 922) Rose Pink.....	2.00
*CHARLOTTE ARMSTRONG (Pat. 455) Rose Pink.....	2.00
*CHRYSLER IMPERIAL (Pat. 1167) Vivid Crimson.....	2.50
*CIRCUS (Pat. 1382) Multi-color.....	2.50
DAMON RUNYON (Pat. 1441) Dark Crimson.....	2.00
DOUGLAS MacARTHUR (Pat. 581) 2-tone Pink.....	1.50
EDITH WILKIE (Pat. 500) 2-tone Yellow.....	1.75
*FORTY-NINER (Pat. 792) 2-tone Red and Yellow.....	2.25
FORT KNOX (Pat. 1525) Rich Yellow.....	2.25
*FRED HOWARD (Pat. 1006) 2-tone Yellow.....	2.00
*GRAND DUCHESS CHARLOTTE (Pat. 744) Carmine....	2.00
*HEART'S DESIRE (Pat. 501) Light Red.....	1.75
HEDDA HOPPER (Pat. 1047) Flesh Pink, Salmon.....	1.75
HENRY FORD (Pat. 1218) La France Pink.....	2.25
*HELEN TRAUBEL (Pat. 1028) Peach Pink.....	2.50
HILL TOP (Pat. 525) Pink and Buff.....	1.75
*LOWELL THOMAS (Pat. 595) Deep Yellow.....	2.00
MAJOR SHELLEY (Pat. 447) Glowing Crimson.....	1.50
*MIRANDY (Pat. 632) Dark Crimson.....	2.00
*MME. CHANG KAI-SHEK (Pat. 664) Lemon Yellow....	1.75
*MISSION BELLS (Pat. 923) Shrimp Pink.....	2.00
*MOJAVE (Pat. 1176) Orange Red.....	2.75
*NOCTURNE (Pat. 713) Dark Red.....	2.00
OLIVE PERCIVAL (Pat. 944) Oriental Red-Gold.....	2.00
*PEACE (Pat. 591) Gold and Pink.....	2.50
*QUEEN ELIZABETH (Pat. 1259) Clear Pink.....	2.75
SANTA ANITA (Pat. 539) Rose Pink.....	1.50
*SAN FERNANDO (Pat. 785) Scarlet Red.....	1.75
SISTER KENNY (Pat. 1146) Brilliant Scarlet.....	1.75
SLEIGH BELLS (Pat. 1004) White.....	2.00
*SUTTER'S GOLD (Pat. 885) Yellow shaded Orange and Red.....	2.25
*TIFFANY (Pat. 1304) Pink, Yellow base.....	2.75
TOM BRENEMAN (Pat. 986) Rose Pink.....	2.00
WHITE WINGS (Pat. 850) Single White.....	1.50

*DENOTES AARS AWARD WINNER

PATENTED FLORIBUNDA ROSES

VARIETY	Retail Price
BABY BLAZE (Pat. 1362) Light Crimson.....	2.00
BRIGHT EYES (Pat. 880) Lemon Yellow.....	1.50
CARROUSEL (Pat. 1056) Red.....	2.00
CONNIE MACK (Pat. 1062) Glowing Crimson.....	1.75
CRIMSON ROSETTE (Pat. 901) Red.....	1.50
*FASHION (Pat. 789) Peach.....	2.00
GLORIOUS (Pat. 879) 2-tone Pink.....	1.50
GOLDBLOCKS (Pat. 672) Golden Yellow.....	1.50
IMPROVED CECIL BRUNNER (Pat. 581) Rose Pink.....	1.50
*JIMINY CRICKET (Pat. 1346) Orange Red.....	2.25
*MA PERKINS (Pat. 1143) Salmon Pink.....	2.00
PINK ROSETTE (Pat. 902) Pink.....	1.50
PINOCCHIO (Pat. 484) Salmon flushed with Gold.....	1.50
SUZAN BALL (Pat. 1588) Salmon Coral.....	2.25
*VOGUE (Pat. 926) Deep Rose.....	2.00



HENRY FORD (Pat. 1218)

PATENTED CLIMBING ROSES

VARIETY	Retail Price
CL. CALIFORNIA (Pat. 1135) Orange.....	2.00
CL. FLORADORA (Pat. 1054) Cinnebar Red.....	2.00
CL. FRED HOWARD (Pat. 1417) 2-tone Yellow.....	2.50
CL. HEART'S DESIRE (Pat. 663) Red.....	1.75
*CL. HIGH NOON (Pat. 704) Yellow.....	2.50
CL. INDIAN SUMMER (Pat. 448) Orange Yellow....	1.75
CL. MRS. PAUL J. HOWARD (Pat. 450) Crimson....	1.75
CL. PEACE (Pat. 932) Gold and Pink.....	2.00
CL. SANTA ANITA (Pat. 834) Rose Pink.....	1.75
CL. TEXAS CENTENNIAL (Pat. 565) Red.....	2.00

*DENOTES AARS AWARD WINNER



FORT KNOX
(Pat. 1525)

WHOLESALE PATENTED ROSE PRICES

PATENT PRICES No. 1 GRADE

	Per 10 Each	Per 20-90 Each	Per 100-240 Each	Per 250 & Up, Each
Retail \$1.50.....	\$.90	\$.75	\$.70	\$.65
Retail 1.75.....	1.00	.87½	.80	.75
Retail 2.00.....	1.10	1.00	.95	.85
Retail 2.25.....	1.25	1.12½	1.05	.95
Retail 2.50.....	1.40	1.25	1.20	1.10
Retail 2.75.....	1.50	1.37½	1.30	1.20
Retail 3.00.....	1.65	1.50	1.40	1.30

PATENT PRICES No. 1½ GRADE

	Per 10 Each	Per 20-90 Each	Per 100-240 Each	Per 250 & Up, Each
Retail \$1.50.....	\$.72	\$.60	\$.56	\$.52
Retail 1.75.....	.80	.70	.64	.60
Retail 2.00.....	.88	.80	.76	.68
Retail 2.25.....	1.00	.90	.84	.76
Retail 2.50.....	1.12	1.00	.96	.88
Retail 2.75.....	1.20	1.10	1.04	.96
Retail 3.00.....	1.32	1.20	1.12	1.04

Terms and Conditions of Sale

1. All prices quoted F.O.B. Montebello, California. Boxing and baling at cost.
2. Terms: 2% 10 days, 30 days net. Shipment made on open account only after suitable credit has been established with us.
3. In the absence of explicit shipping instructions, we will use our own judgment, for which we assume no liability whatsoever. Free delivery within Metropolitan Los Angeles area.
4. Great care is exercised to label all stock true to name. In event of error, however, our liability is limited to free replacement, or refund of purchase price.
5. All stock offered subject to prior sale. All orders booked subject to crop yield.
6. All claims must be made within ten (10) days after receipt of goods.

All roses offered herein are 2 year old field grown. We take special care in digging and grading. All of our stocks are placed in our new up to date refrigerator to insure that plants are delivered to the trade in the best possible condition.

On Non-Patented Roses you are entitled to the quantity rate if your order includes Patented Roses. For instance, if you order 150 Non-Patented and 360 Patented Roses you will be charged the 510 rate on the non-patented varieties. All orders must be in multiples of 10 of each kind. Retail Price on Collections of 3 or more patented roses, 12½% discount may be allowed.

Other Howard-Smith Products

- STRELITZIAS IN CONTAINERS
- PELARGONIUMS
- CARNATION PLANTS
- FINEST AMERICAN AMARYLLIS
- GERBERAS

Packaged Patented Roses

The Patented Roses listed on pages 1, 2 and 3 are offered in Polyethelene Wrap, or Rootwrap in grade No. 1 and 1½, only, at the regular patent price, plus our cost of packing of 16c per plant.

STANDARD BUSH ROSES

VARIETY	COLOR
AUTUMN	Orange-Red
CONDESA DE SASTAGO	Copper and Gold
CONTRAST	2-tone Pink
COUNTESS VANDAL	Orange-Copper
CRIMSON GLORY	Red
CROWN OF GOLD	Yellow and Buff
CROWN OF JEWELS	Coral Red
ECLIPSE	Yellow
ENA HARKNESS	Deep Red
ETOILE DE HOLLANDE	Crimson Red
FRAU KARL DRUSCHKI	White
GIRONA	Yellow and Red
GOLDEN DAWN	Lemon Yellow
GOLDEN SASTAGO	Yellow and Buff
GRENOBLE	Red
HADLEY	Red
JOANNA HILL	Cream Yellow
J. OTTO THILOW	Rose-Pink
K. A. VICTORIA	White
LOS ANGELES	Flame Pink
McGREDY'S IVORY	Creamy White
McGREDY'S YELLOW	Canary Yellow
McGREDY'S SCARLET	Scarlet
MARGARET McGREDY	Orange and Scarlet
MME. COCHET-COCHET	Light Pink
MME. JULES BOUCHE	White and Light Pink
MISS ROWENA THOM	Salmon and Pink
MRS. E. P. THOM	Deep Yellow
MRS. PIERRE S. DuPONT	Golden Yellow
PHYLLIS GOLD	Yellow
PICTURE	Light Pink
PINK DAWN	Pearly Pink
PINK RADIANCE	2-tone Pink
PRESIDENT HOOVER	Red and Gold
RED RADIANCE	Cerise Red
SISTER THERESE	Chrome Yellow
SNOW BIRD	White
TALISMAN	Rose and Gold
THE DOCTOR	Silvery Pink
TEXAS CENTENNIAL	Red
WILL ROGERS	Velvety-Crimson Maroon

Wholesale Prices, Standard Bush Roses

SIZE	10-90	100-240	250-299	1000 UP
No. 158	.55	.53	.50
No. 1½48	.44	.43	.40
No. 236	.33	.32	.29

STANDARD FLORIBUNDA ROSES

VARIETY	COLOR
FLORADORA	Cinnabar Red
FRENSHAM	Red
IMPROVED LAFAYETTE	Crimson
MARGO KOSTER	Salmon
ROSENELFE	Rose Pink
WORLD'S FAIR	Scarlet

STANDARD CLIMBING ROSES

VARIETY	COLOR
BLAZE	Scarlet
CECILE BRUNNER	Pink
CONDESA DE SASTAGO	Copper and Gold
ETOILE DE HOLLANDE	Bright Crimson
GOLD RUSH	Yellow
HADLEY	Deep Crimson
K. A. VICTORIA	White
LOS ANGELES	Flame Pink
MRS. E. P. THOM	Deep Yellow
PINK DAWN	Rose Pink
PAUL'S SCARLET	Scarlet
PRESIDENT HOOVER	Red and Gold
PINK RADIANCE	Carmin Pink
RED RADIANCE	Cerise Red
ROSE MARIE	Rose Pink
TALISMAN	Rose and Gold
TOM BRENEMAN	Rose Pink
VILLE DE PARIS	Yellow

Wholesale Prices, Standard Climbing Roses

SIZE	10-90	100-240	250-990
No. 164	.58	.56
No. 1½53	.47	.45
No. 242	.36	.34

COUNTER SALES!

packaged roses

Again Howard & Smith are proud to offer roses in distinct, attractive, fast selling packages for the modern merchandiser. These packages have proved themselves for better display, quicker sales and easier handling for the customer. Retailers reported very active sales when displaying Howard & Smith packaged roses.

Each order of roses is freshly custom packed to insure freshness. All the vigor is retained allowing the plants to start off immediately when planted.

Howard & Smith's modern packaging methods have enabled us to process and deliver orders both large and small at the time the customer wishes.

Remember—these roses are custom packed for you!

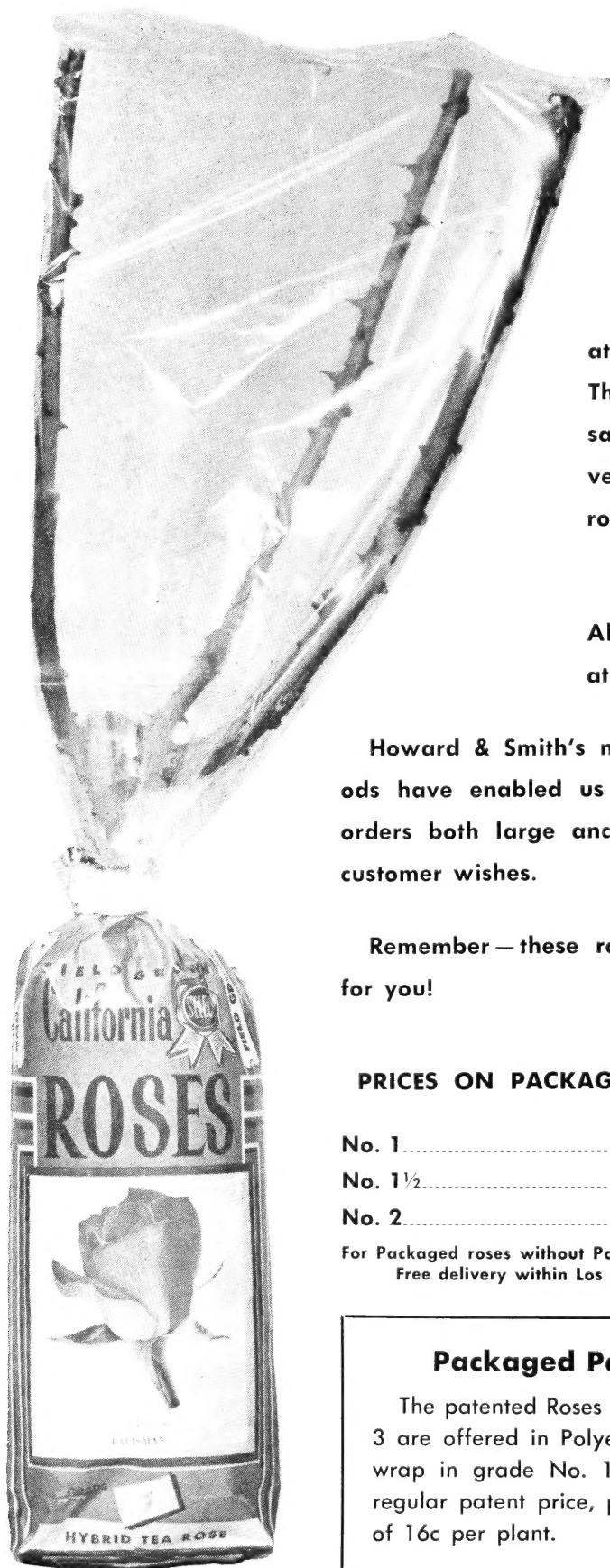
PRICES ON PACKAGED STANDARD ROSES

	100	1000
No. 1.....	.71 ea.	.67 ea.
No. 1½.....	.61 ea.	.57 ea.
No. 2.....	.44 ea.	.42 ea.

For Packaged roses without Polyethelene top deduct \$.02 each.
Free delivery within Los Angeles Metropolitan area.

Packaged Patented Roses

The patented Roses listed on pages 1, 2 and 3 are offered in Polyethelene Wrap, or Root-wrap in grade No. 1 and 1½, only, at the regular patent price, plus our cost of packing of 16c per plant.



PACKAGED
STRELITZIA

Howard & Smith

GRAND OPERA CANNAS

Our Grand Opera Series represents the most glorious new forms and colors brought forth in these lovely and useful flowers. The individual florets that make up the trusses in these sterling varieties are Gladioli flowered. The petals are broad and rounded, each petal touching or overlapping its neighbor. The trusses are luxuriant and full, building into great heads of glorious blooms.

AIDA — Gladioli flowered, broad rounded petals. The base color of Aida is old rose overlaid with delicate salmon—sheer pastel loveliness.

LA BOHEME — The soft rosy peach overlaid with delicate pearl colors the flowers in a manner that baffles description.

LA TRAVIATA — The flowers are beautifully placed in the truss and build up to beautiful heads of color. La Traviata is a self-color, a delightful and lively shade of old rose.

MME. BUTTERFLY — Soft horizon yellow washed with overtones of

daybreak pink tint, coloring the flower in a most beautiful manner.

MIGNON — The lower petal of the giant florets comprising the truss is old gold washed with overtones of peach and rose. The three upper petals are lighter in tone, the old gold being less apparent; the remaining colors, peach and rose, culminating in a soft alpine glow.

RIGOLETTO — Rigoletto produces a beautiful mass of florets of pure canary yellow when first opening, passing to light lemon yellow as the flowers develop.

Prices for the above named varieties:

Per 10, \$3.00; per 100, \$25.00; per 1000, \$225.00

NEW GIANT CANNAS, PASTEL MIXTURE — These are a selection made from thousands of seedlings, most of which have been destroyed. From the group six have been named (described above), and while the remaining varieties are perfectly beautiful it would be unwise to introduce them as there would be too much similarity in color. Instead of destroying them we decided to offer them to our customers in a mixture, each one a different kind, yet colors so selected that they will form a beautiful mixture.

Prices: Per 10, \$2.00; per 100, \$17.50; per 1000, \$150.00

STRELITZIAS

Birds of Paradise are fast becoming very popular in gardens of California and other warm sections of the country. They may be used in places that receive full sun or part shade and will add an exotic accent to any garden. The plants are easy to care for and will grow fast if given plenty of water and fertilizer.

As greenhouse or house plants Birds of Paradise are finding their way as interesting foliage plants which will produce blooms in eight-inch pots.

These Birds of Paradise plants are offered in very attractive packages that are self-selling. It is high profit merchandise that will move "Tie-in items," such as peat and fertilizer when grouped together.

Each packaged plant is carefully root-wrapped to retain moisture for several weeks. A polyethelene hood covers the leaves to prevent damage and moisture loss.

Altogether the most attractive packaged Bird of Paradise on the market.

PRICES ON STRELITZIA REGINAE

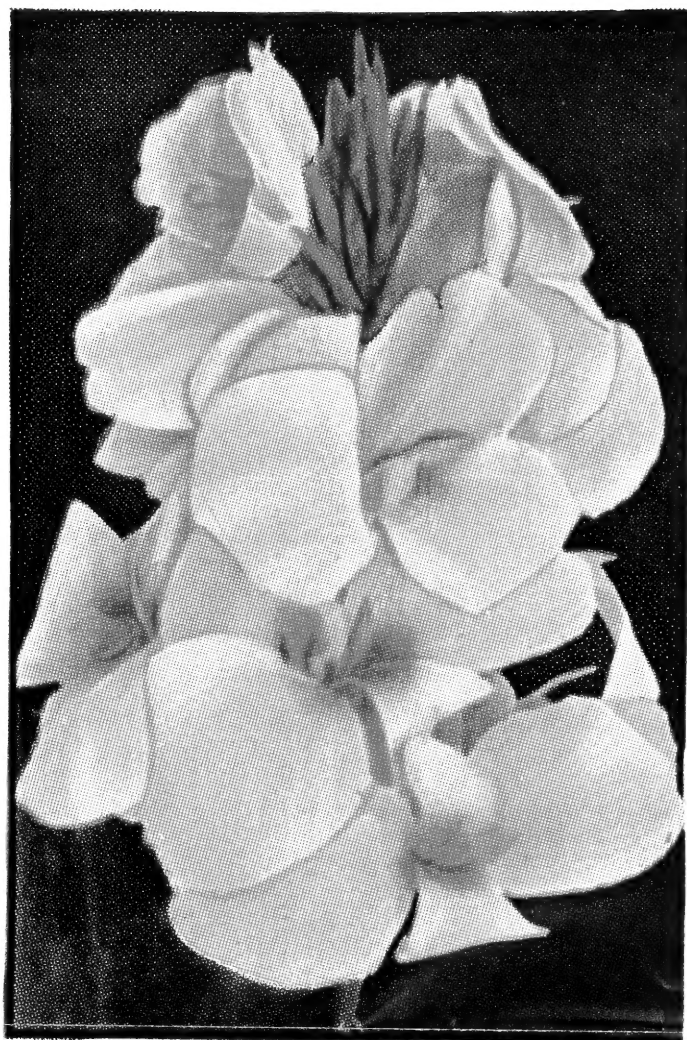
PACKAGED

	100	1000
6"- 9"	\$.40 each	\$.37½ each
10"-14"51 each	.47½ each

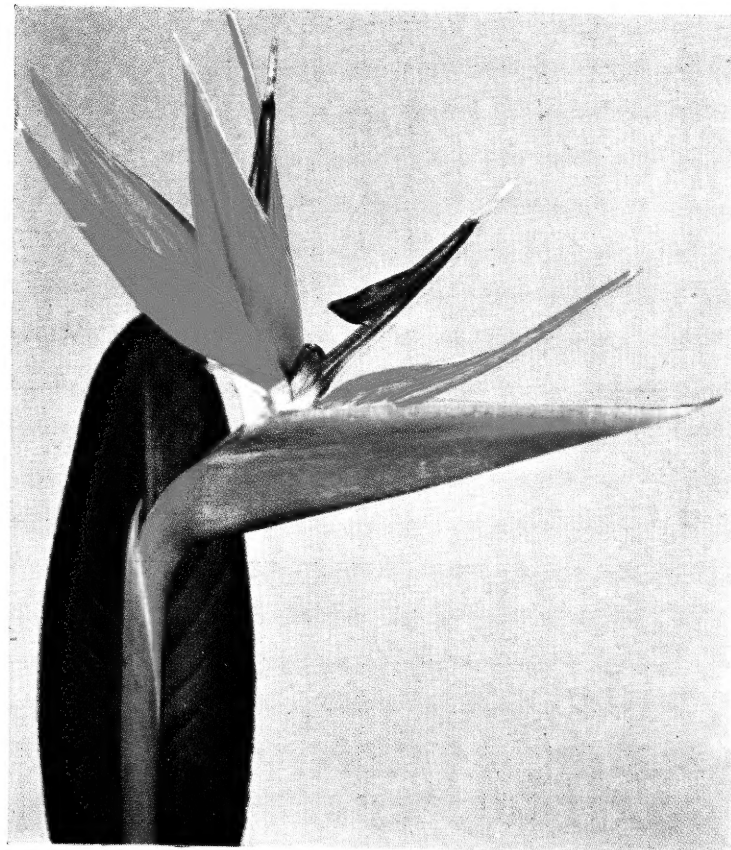
BARE ROOT

6"- 9"	\$.33 each	\$.30 each
10"-14"44 each	.40 each

For larger quantities—prices on application.



PINK CANNA



BIRD OF PARADISE (Strelitzia reginae)

